

## Claims

1. A method for providing an on-line purchase award incentive program, including the steps of:
  - 5 providing a program web site;
  - accepting user registration with said program and storing the name and email address of each registered user in association with a respective program account;
  - 10 providing a web page listing a plurality of vendors participating in said program, said web page enabling click-through connection to the web sites of any of said participating vendors;
  - 15 each registered user electively transacting at least one purchase directly with the web site of one of said participating vendors;
  - reporting said at least one purchase to said program web site;
  - 15 crediting the account of the respective registered user with purchase award points according to the dollar amount of said at least one purchase;
  - reiterating said steps of purchasing, reporting, and crediting to accumulate purchase award points in the respective account of each registered user; and,
  - each registered user electively redeeming purchase award points in the
  - 20 respective account for goods and/or services.

2. The method for providing an on-line purchase award incentive program of claim 1, further including the step of providing a database server and an email server with said program web site.

5       3. The method for providing an on-line purchase award incentive program of claim 2, further including the step of storing data concerning registered users associated with email addresses, program accounts, purchases, and award points.

10      4. The method for providing an on-line purchase award incentive program of claim 1, further including the step of establishing an email address for said program web site.

15      5. The method for providing an on-line purchase award incentive program of claim 4, wherein each registered user uses said email address of said program web site during each purchase transaction with the web site of one of said participating vendors.

20      6. The method for providing an on-line purchase award incentive program of claim 5, wherein each purchase transaction of a registered user with the web site of one of said participating vendors is reported via email to said program web site.

7. The method for providing an on-line purchase award incentive program of claim 5, wherein each purchase transaction of a registered user with the web site of one of said participating vendors is first confirmed via an email confirmation to said program web site, and said program web site subsequently 5 sends an email confirmation of the purchase transaction to the registered user.

8. The method for providing an on-line purchase award incentive program of claim 7, wherein said email confirmation to said program web site is parsed to determine purchase data, including at least the dollar amount of purchase.

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9. The method for providing an on-line purchase award incentive program of claim 1, wherein said participating vendors may include commission sponsors, and further including the step of periodically sending a request to said commission sponsors for a transaction report of transactions with registered users 15 of said program.

10. The method for providing an on-line purchase award incentive program of claim 9, wherein said transaction report is parsed for data regarding registered users and purchases with participating vendors.

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11. The method for providing an on-line purchase award incentive program of claim 1, further including the step of periodically sending a request to purchase

points from a points supplier to be credited to the accounts of said registered users of said program.

12. The method for providing an on-line purchase award incentive  
5 program of claim 1, wherein the step of redeeming purchase award points includes a registered user requesting an item from said program web site, and said program web site orders said item from a supplier and arranges delivery of said item to the respective registered user.

10 13. The method for providing an on-line purchase award incentive program of claim 4, wherein a registered user directly contacts and makes a purchase from the web site of a participating vendor, thereafter gives the email address of said program web site to the participating vendor, and said participating vendor reports the purchase to said program web site.

15 14. The method for providing an on-line purchase award incentive program of claim 1, wherein said purchase step is carried out in accordance with the purchase routine established by the web site of the participating vendor without involvement of said program web site.

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